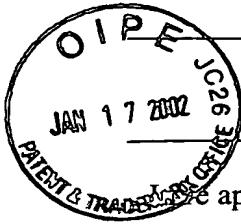


*Hy*  
PATENT



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Case application of: Henkin et al.

Attorney Docket No.: KABAP003

Application No.: 09/943,571

Examiner: Not Assigned

Filed: August 29, 2001

Group: 2161

Title: DYNAMIC DOCUMENT CONTEXT  
MARK-UP TECHNIQUE IMPLEMENTED  
OVER A COMPUTER NETWORK

COPY OF PAPERS  
ORIGINALLY FILED

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United States Postal Service as First Class Mail to: Commissioner for  
Patents, Washington, DC 20231 on November 13, 2001.

Signed: *Joyce L. Ferreira*  
Joyce L. Ferreira

Separate Letter to the Official Draftsman  
Submission of Formal Drawings

Commissioner for Patents  
Washington, D.C. 20231

Dear Sir:

Please find enclosed formal drawings for the above-identified patent application. If the Draftsman has any question concerning the corrected drawings, he or she is respectfully requested to contact the undersigned.

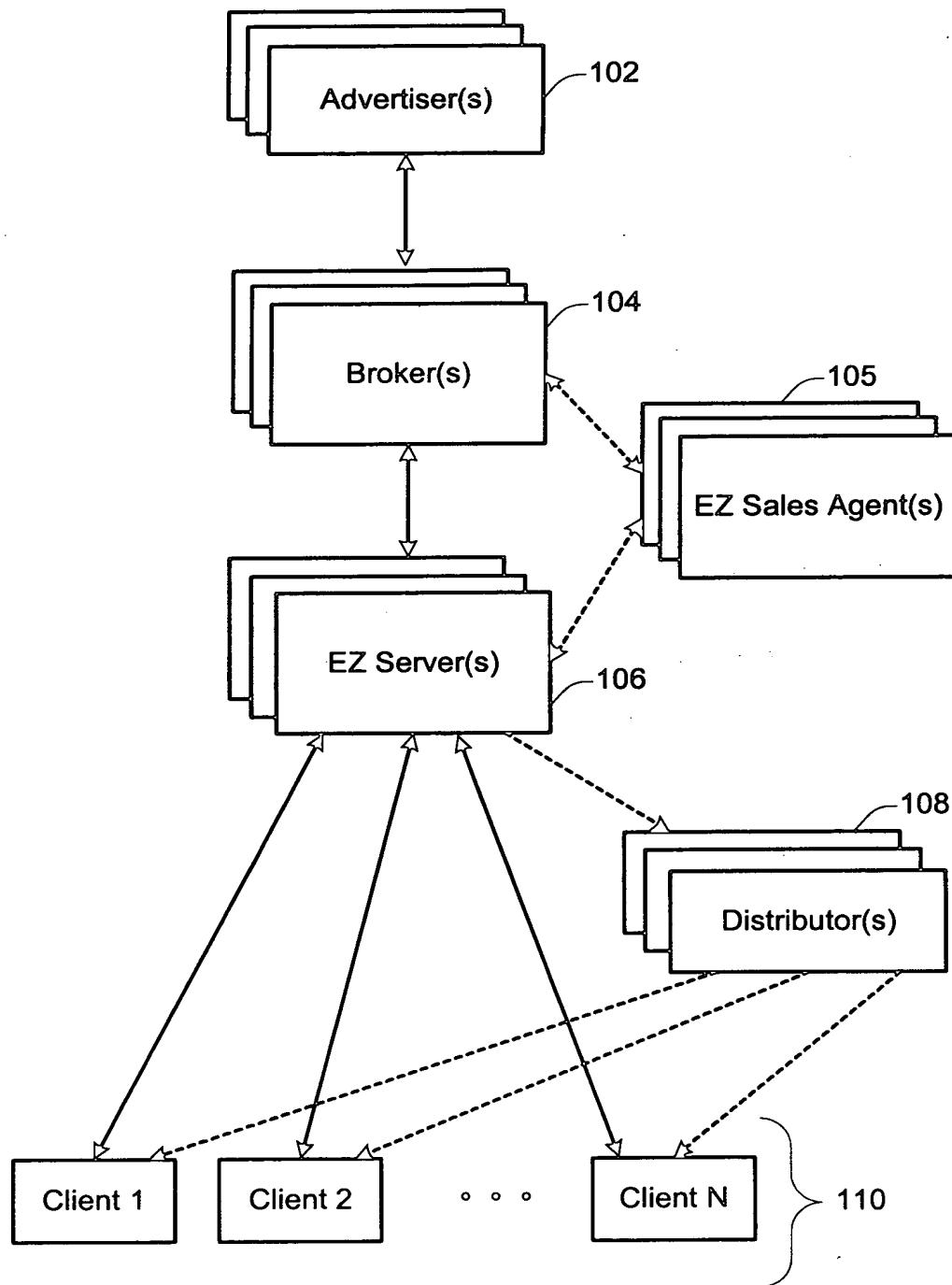
Respectfully submitted,  
BEYER WEAVER & THOMAS, LLP

*Michael L. Louie*

Michael L. Louie  
Registration No. 36,988

P.O. Box 778  
Berkeley, CA 94704-0778  
(510) 843-6200

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100

Fig. 1

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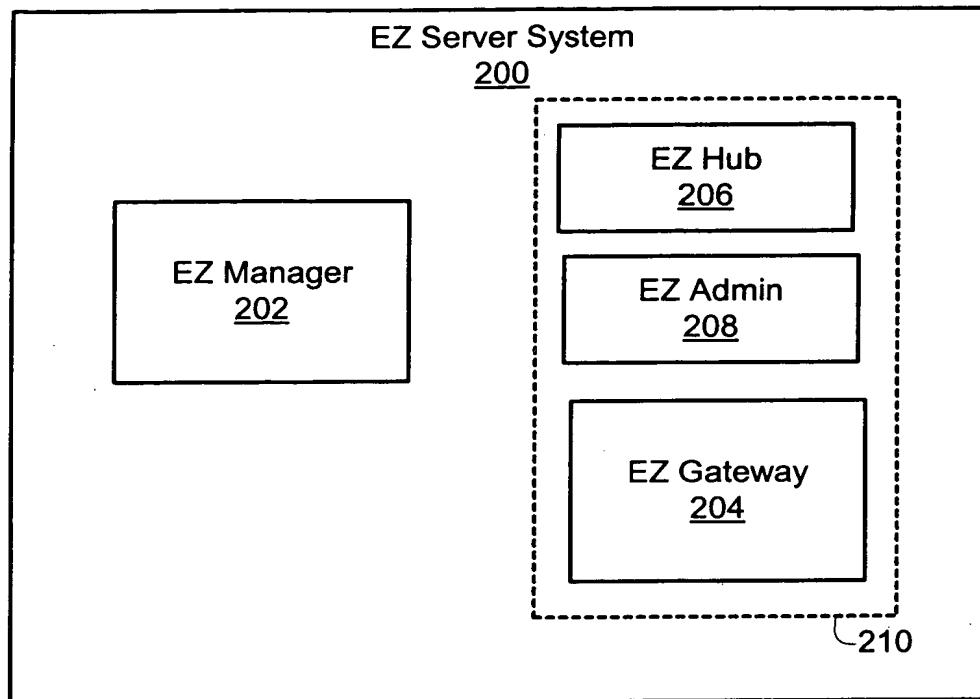


Fig. 2

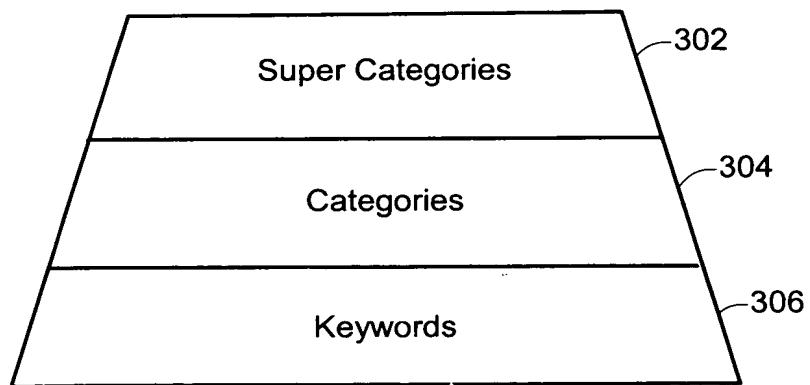
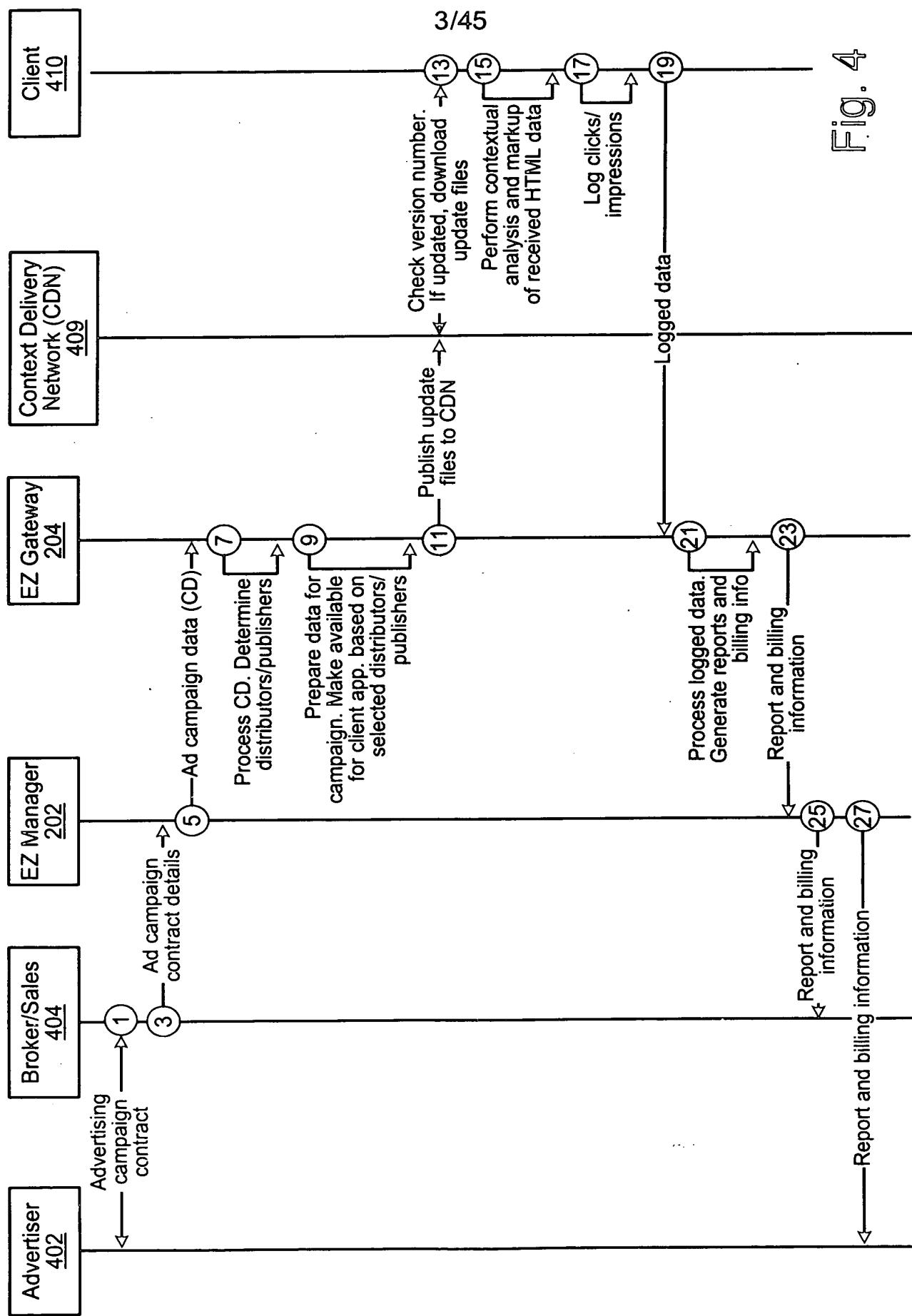


Fig. 3



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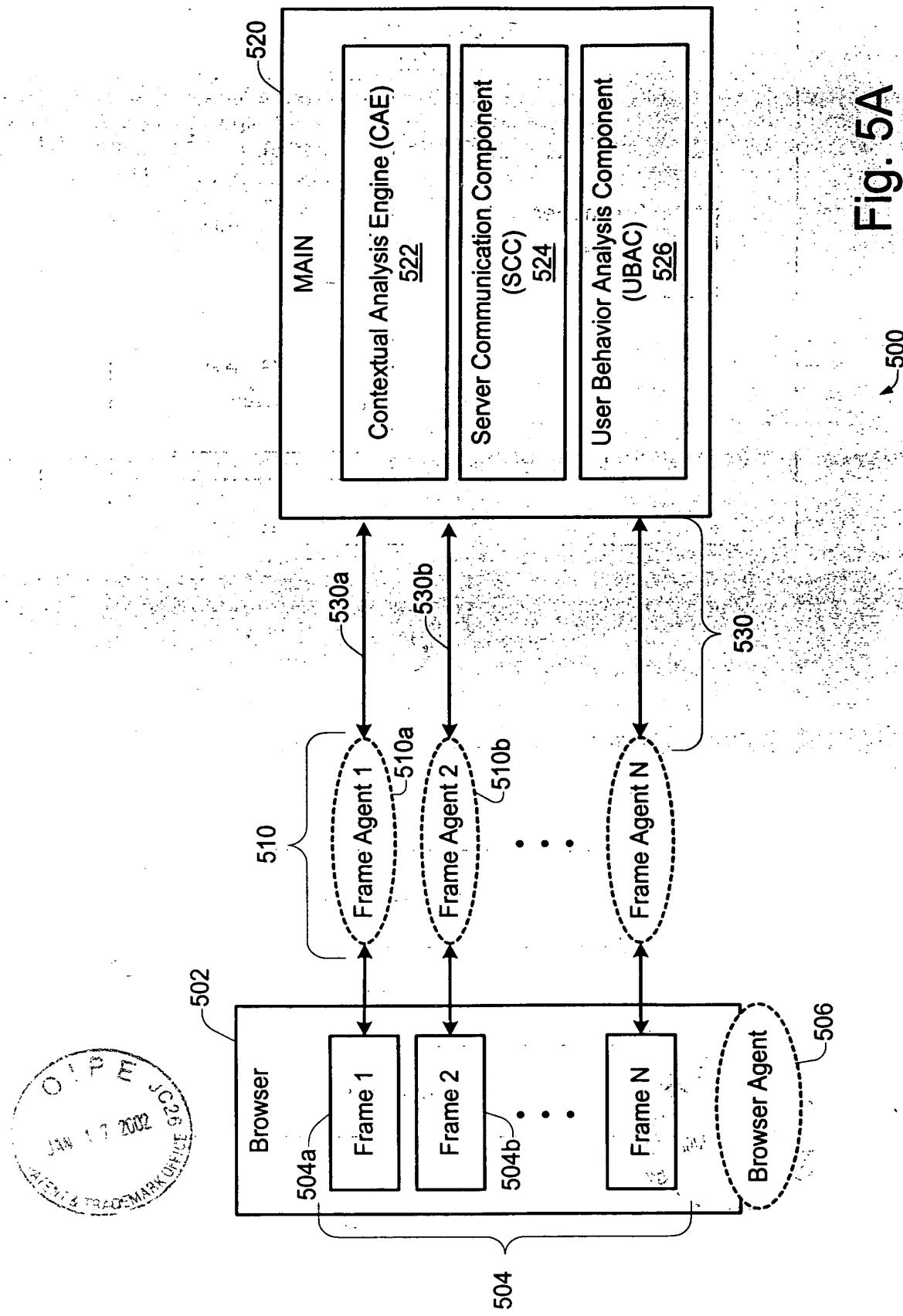


Fig. 5A

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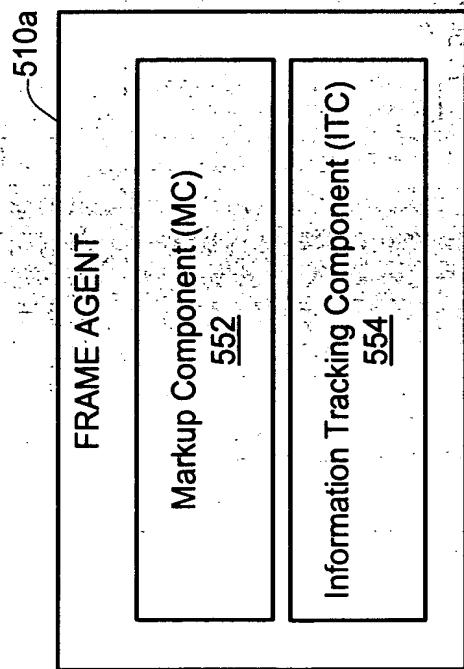
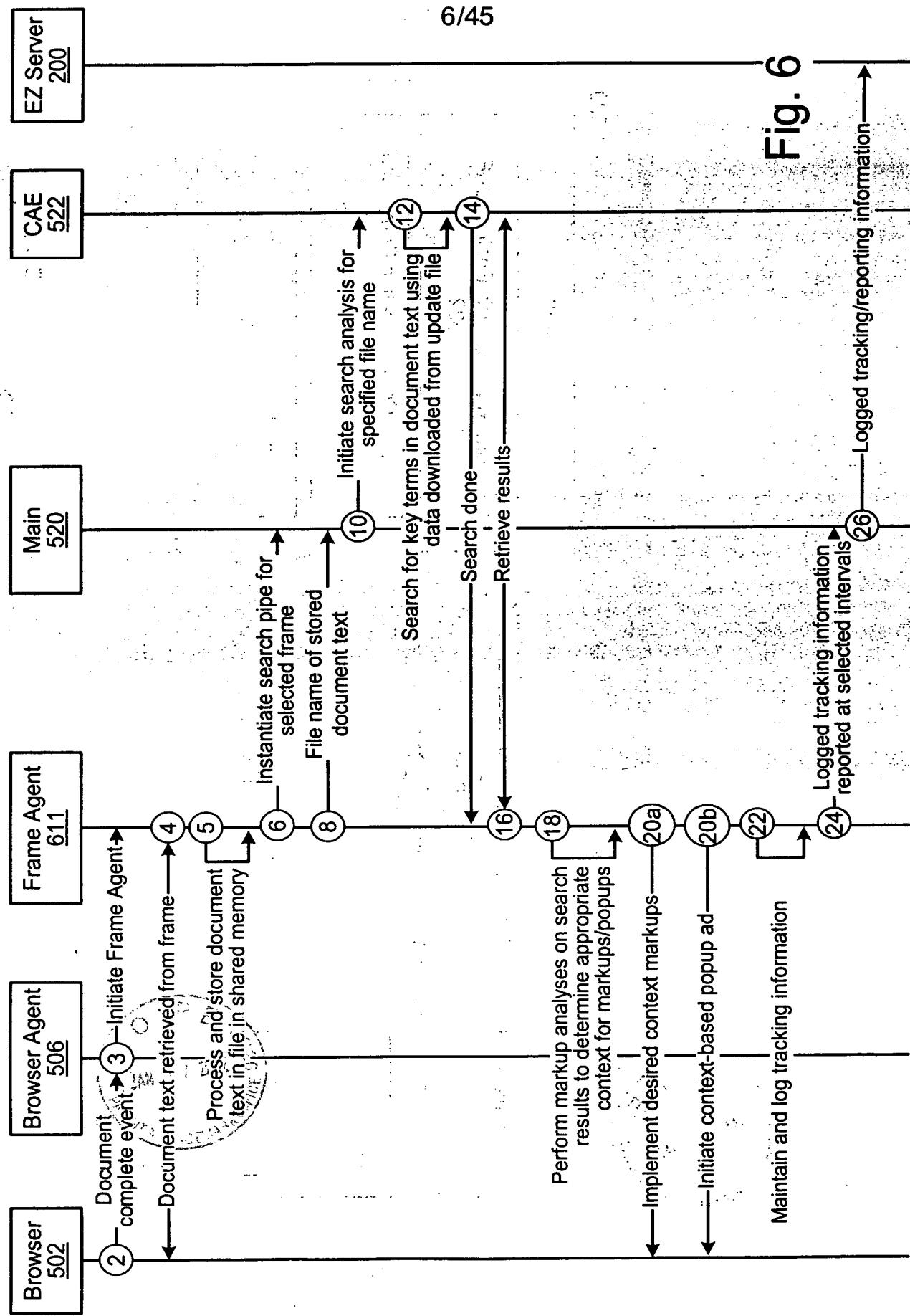


Fig. 5B



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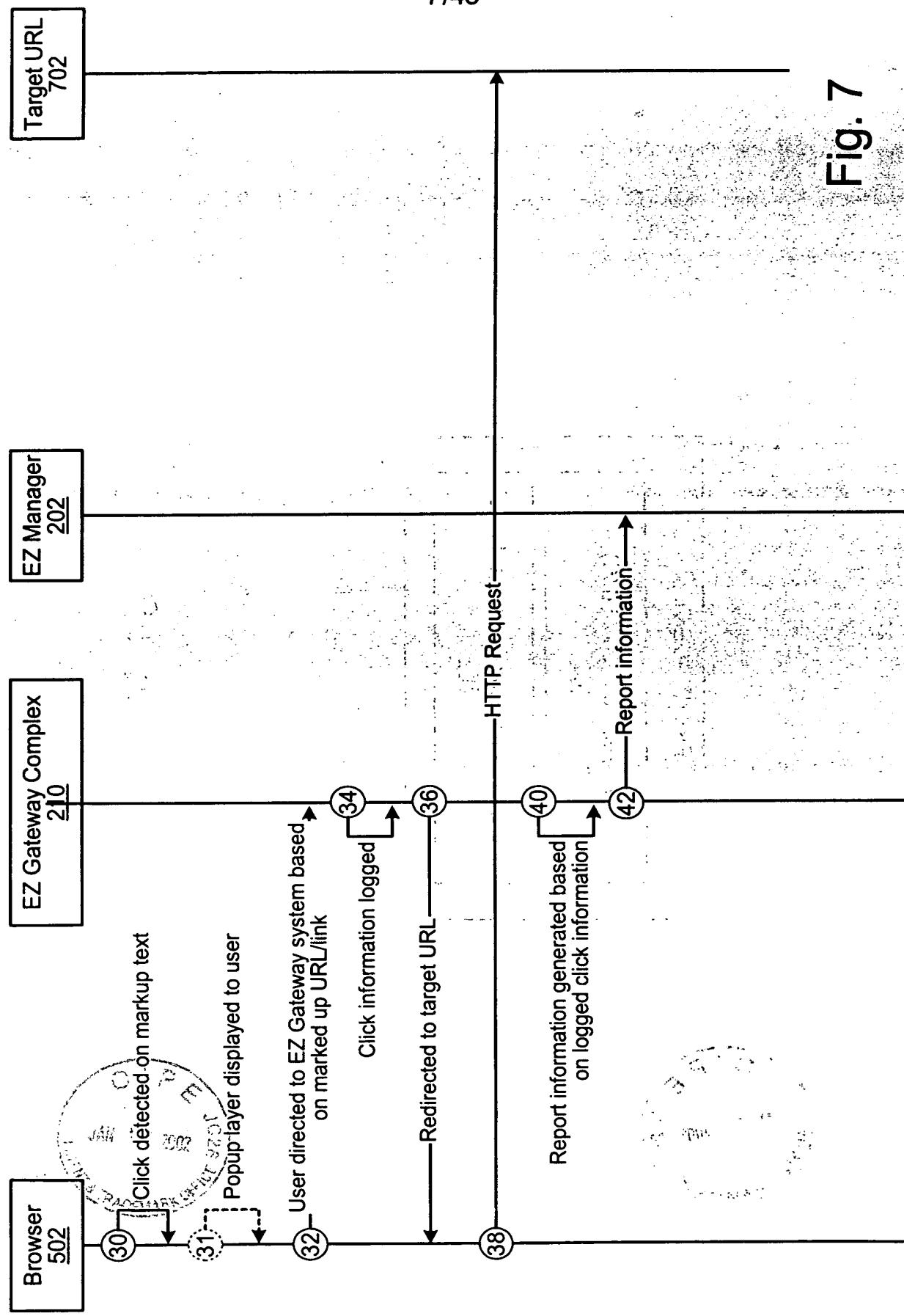


Fig. 7

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Fig. 8

Category ID	Category Type	Max number of underlines	Category Priority	Category Name	Restricted Site IDs	Restriction Indicator
-------------	---------------	--------------------------	-------------------	---------------	---------------------	-----------------------

Fig. 9A

Key Phrase or Title ID	Display String Type	Threshold Value	Match/Display Properties	Display String Text	Alternate Display Strings	Negative Words	Parent Category ID
------------------------	---------------------	-----------------	--------------------------	---------------------	---------------------------	----------------	--------------------

Fig. 10

Site ID	Site Name	Group ID
---------	-----------	----------

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Fig. 9B

Record Classifier	Display	Case Sensitive	Match Type	For Append
908a	908b	908c	908d	908e

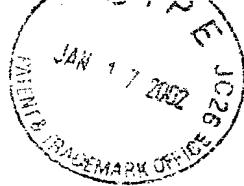


Fig. 9C

Key Word	Key Phrase ID1	Key Phrase ID2	• • •	Key Phrase IDn
952	954a	954b	954n	954

950

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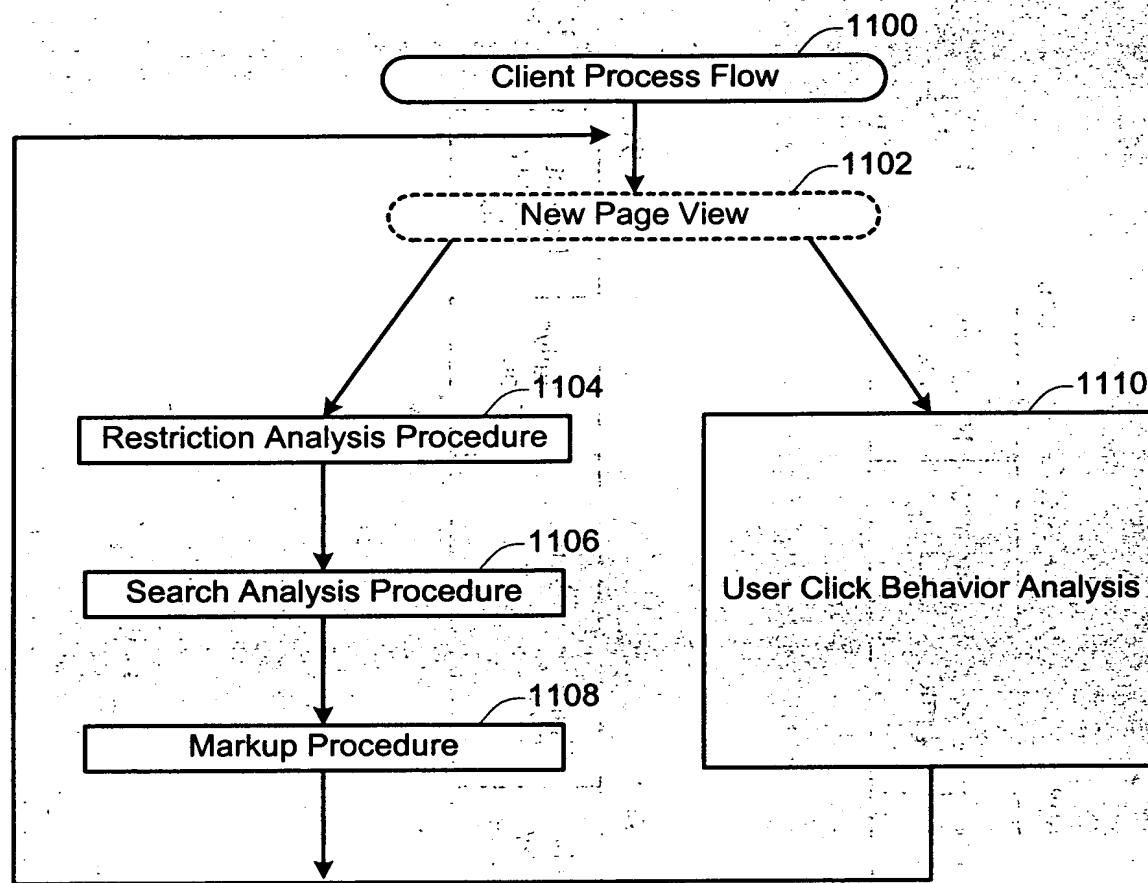


Fig. 11



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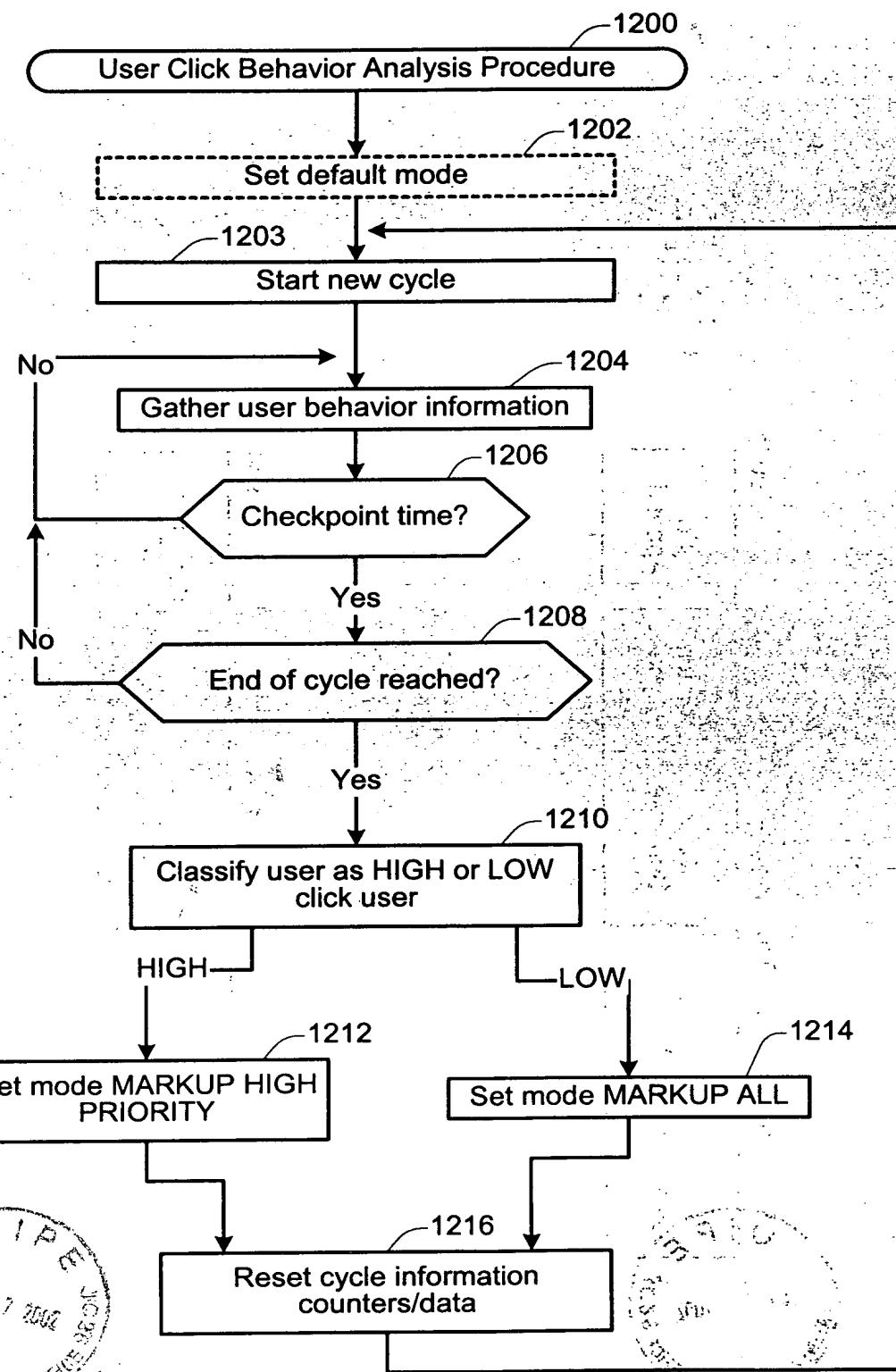


Fig. 12

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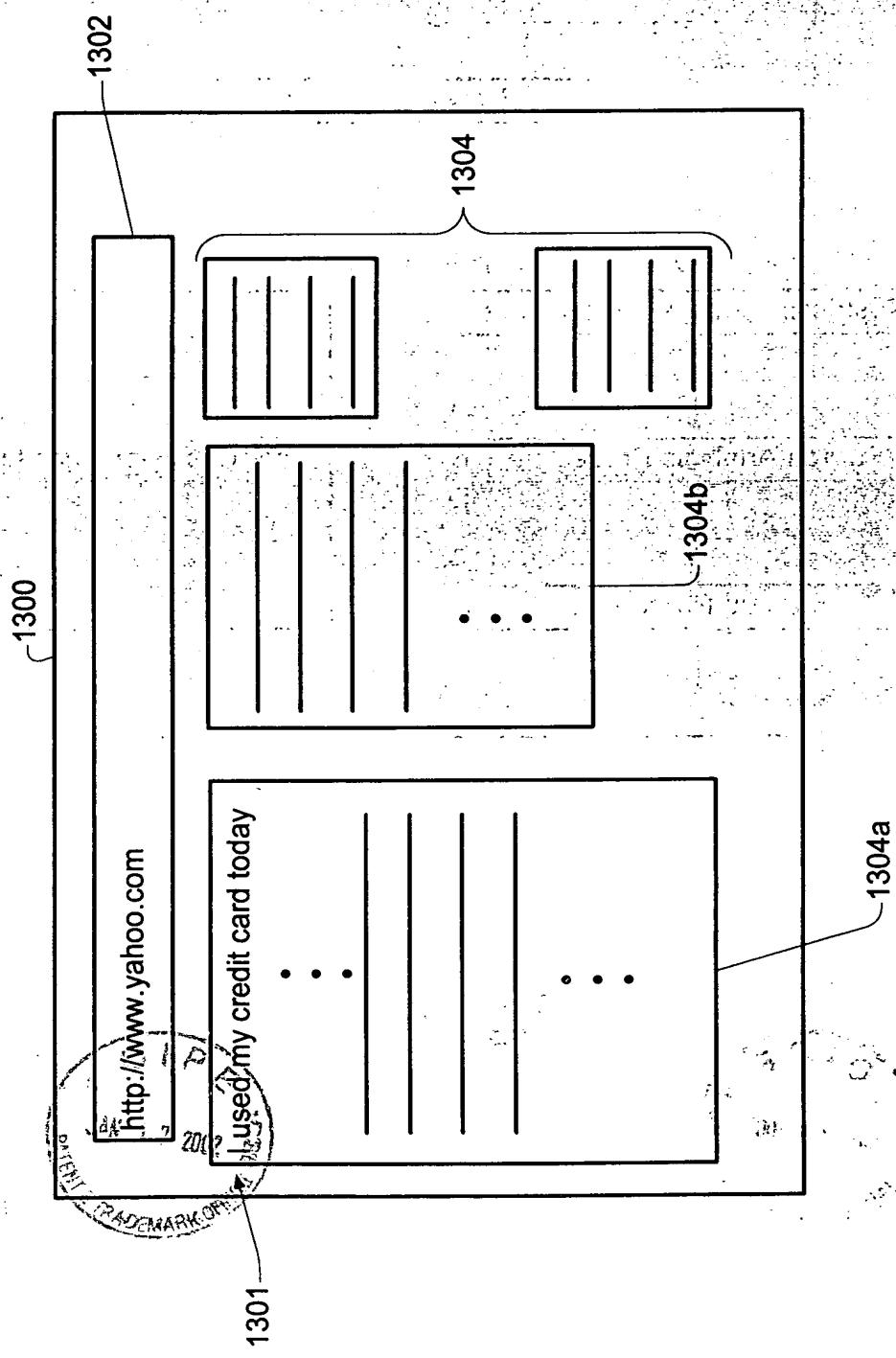


Fig. 13

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credit	4000	4002	4005
1402			1404

1420 Fig. 14A

4000	Exact	"credit card"	100	"check"	9000
4002	Exact	"credit check"	100		9000
4005	Fuzzy	"credit card APR"	60	"used"	9000

1440 Fig. 14B

5001	www.yahoo.com	2
5002	www.cnn.com	0

Fig. 14C

1460



9000	5002	-
------	------	---

Fig. 14D

1480

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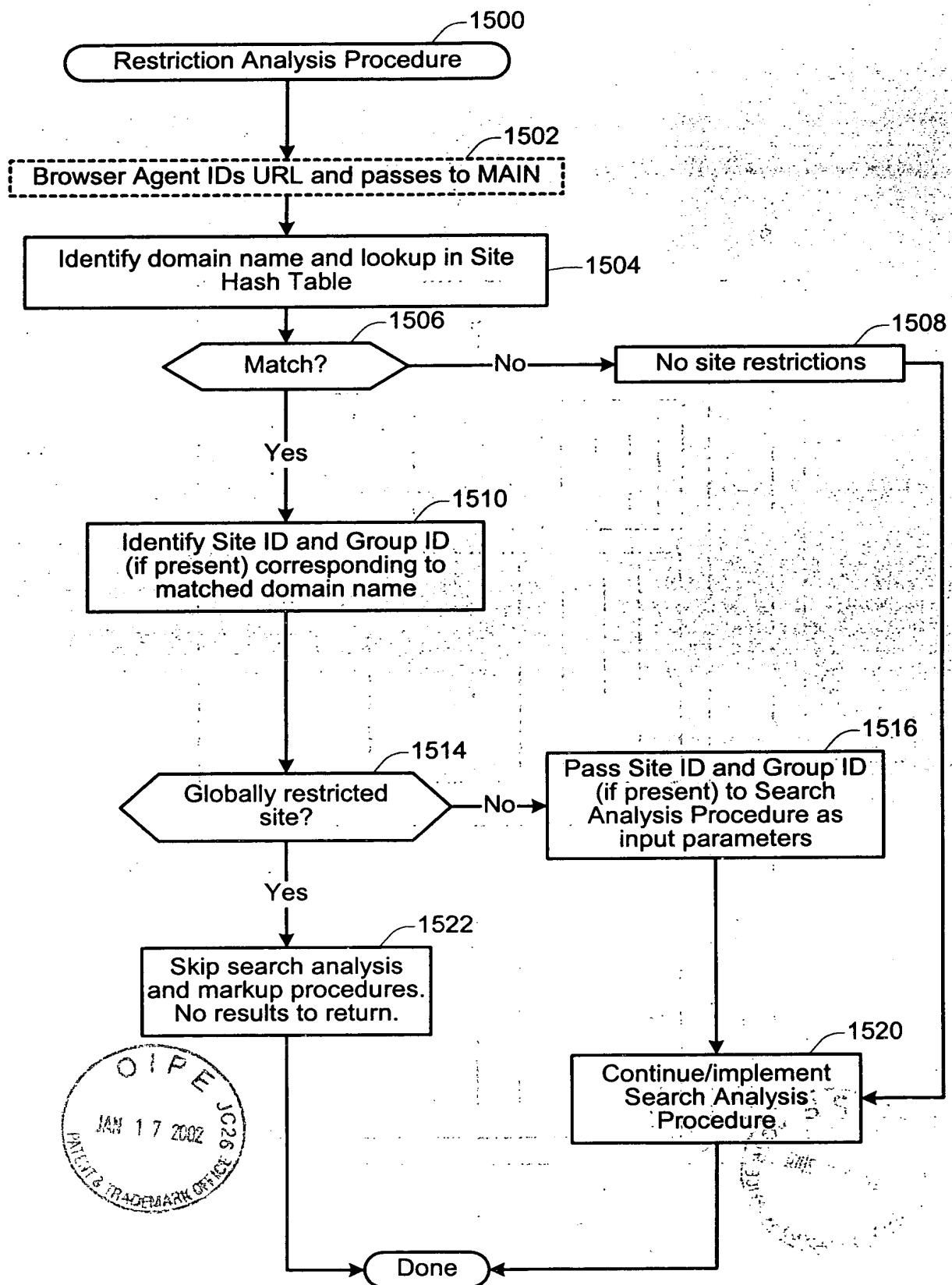


Fig. 15

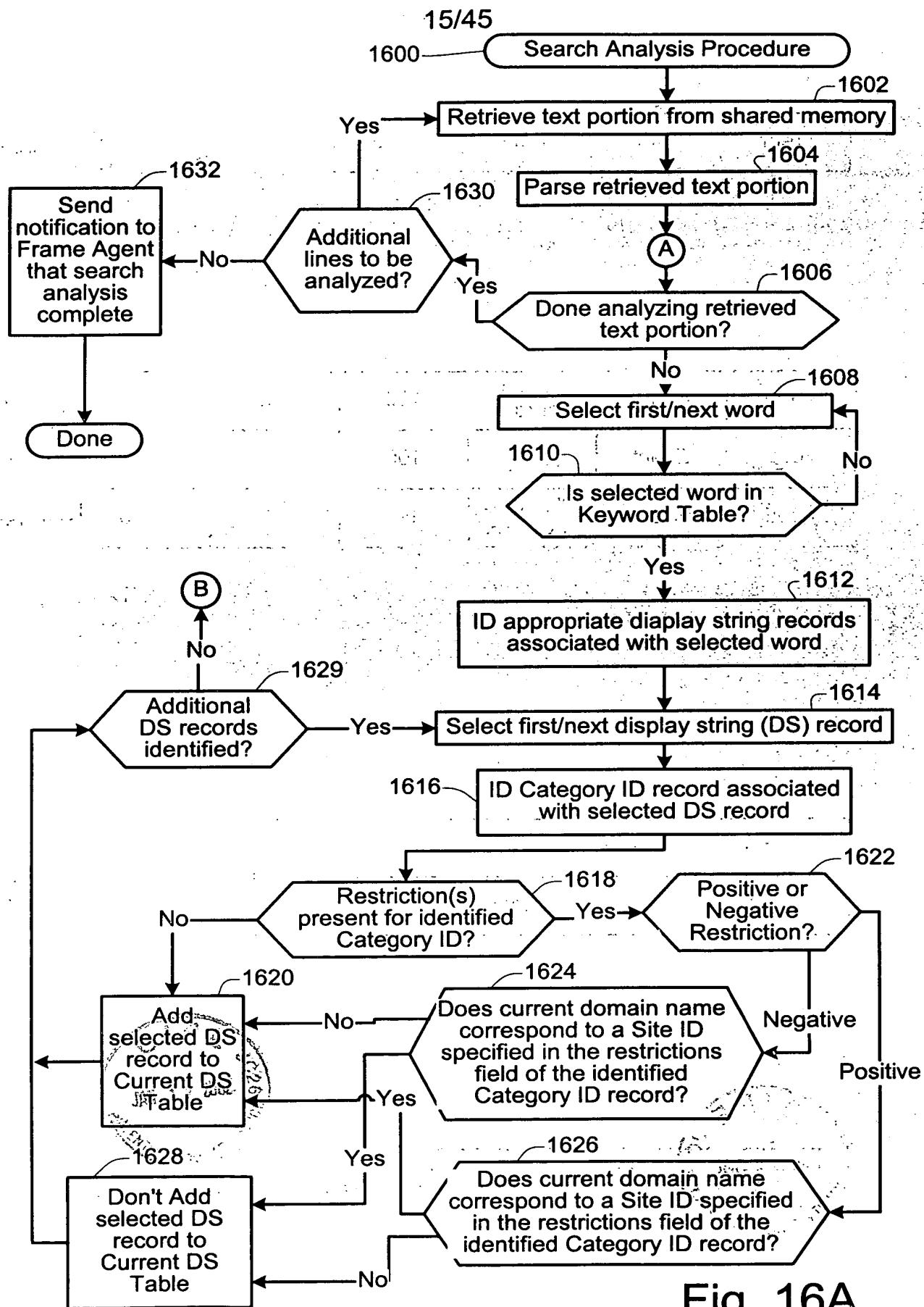


Fig. 16A

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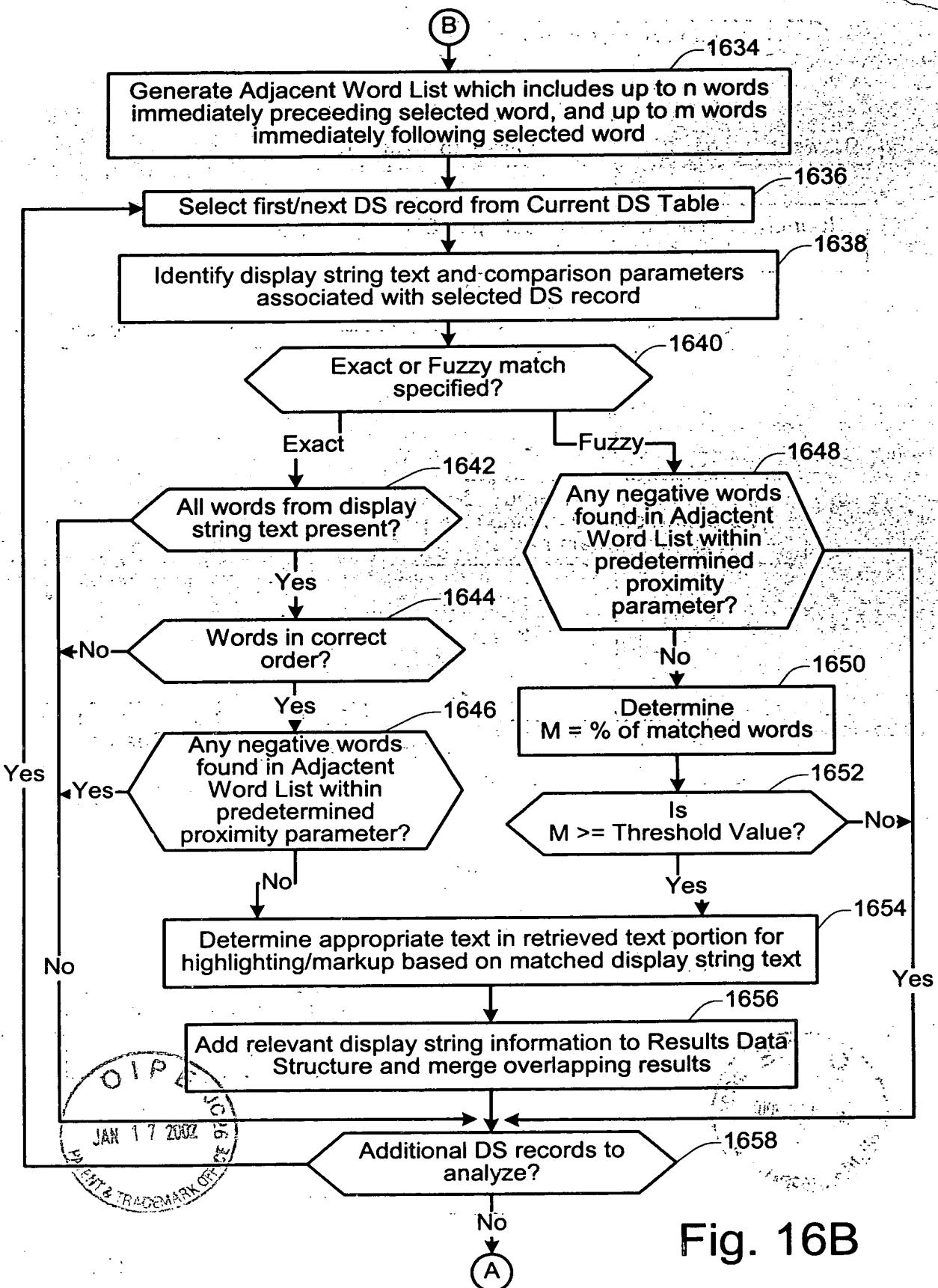


Fig. 16B

17/45

1	1
used	3
my	8
credit	11
card	18
today	23

1712 1714

Fig. 17A

1710

credit	card
x	x

Fig. 17B

1720

credit	check
x	

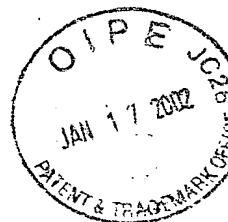
Fig. 17C

1730

credit	card	APR
x	x	

Fig. 17D

1740

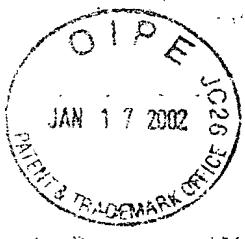


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4000	Exact	"credit card"	100	"check"	9000	→ 1772
4002	Exact	"credit check"	100		9000	→ 1774
4005	Fuzzy	"credit card APR"	60	"used"	9000	→ 1776

Fig. 17E

→ 1770



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Start Position Value	Length Value	Display String A Record Info	Alternate Display String A Record Info	Display String B Record Info
1802	1804	1806a	1806c	1806b

Fig. 18

→ 1800

1806



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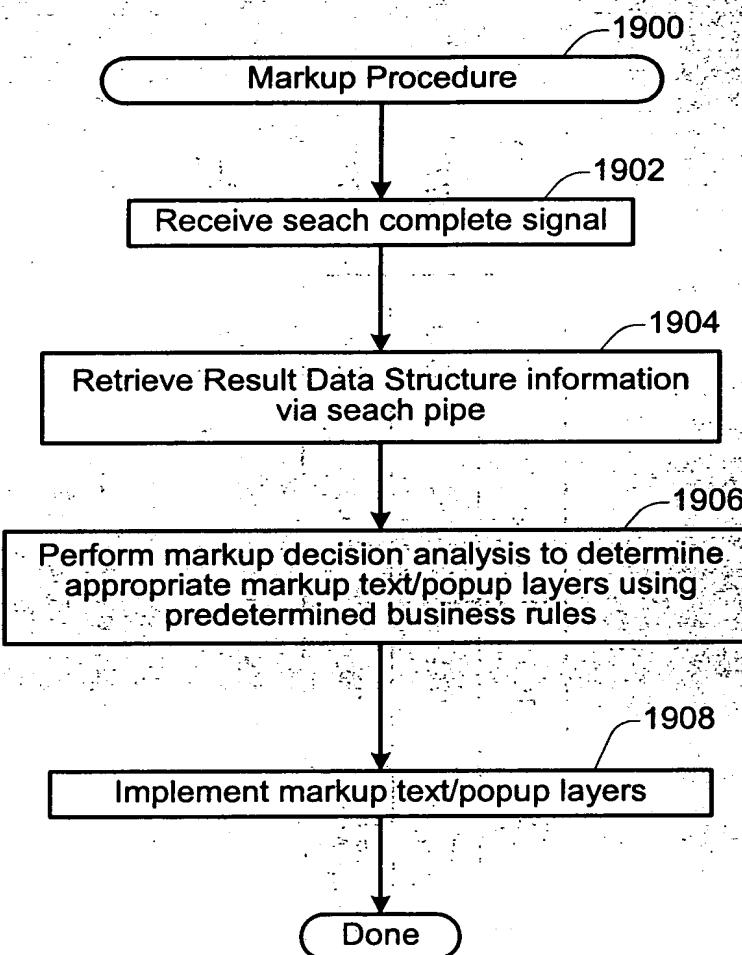
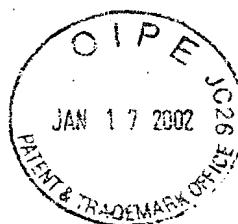


Fig. 19



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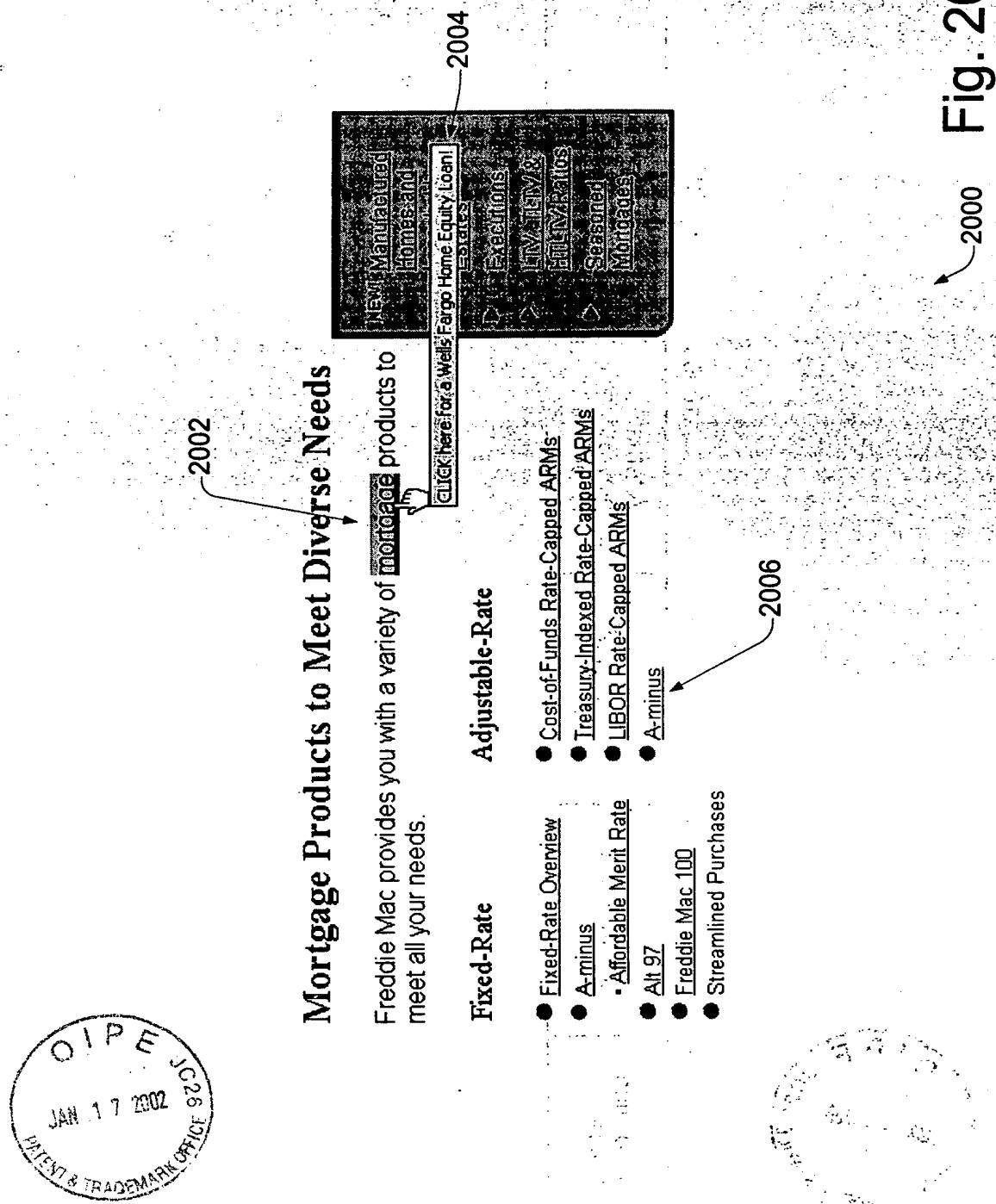


Fig. 20

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-2202

**The no.1 online casino - click  
www.Casino-On-Net.com Play  
Online Gambling Casino Ga  
www.romancasino.com Reward**

**Online Sports Betting,  
and Internet Casino -  
OasisCasino.com!  
Click to PLAY Games for  
FREE at iWin!**

2204a  
to games!  
onus when you play for real money.  
Eland REAL Bonus Tokens

-2204b

-2200

Fig. 21



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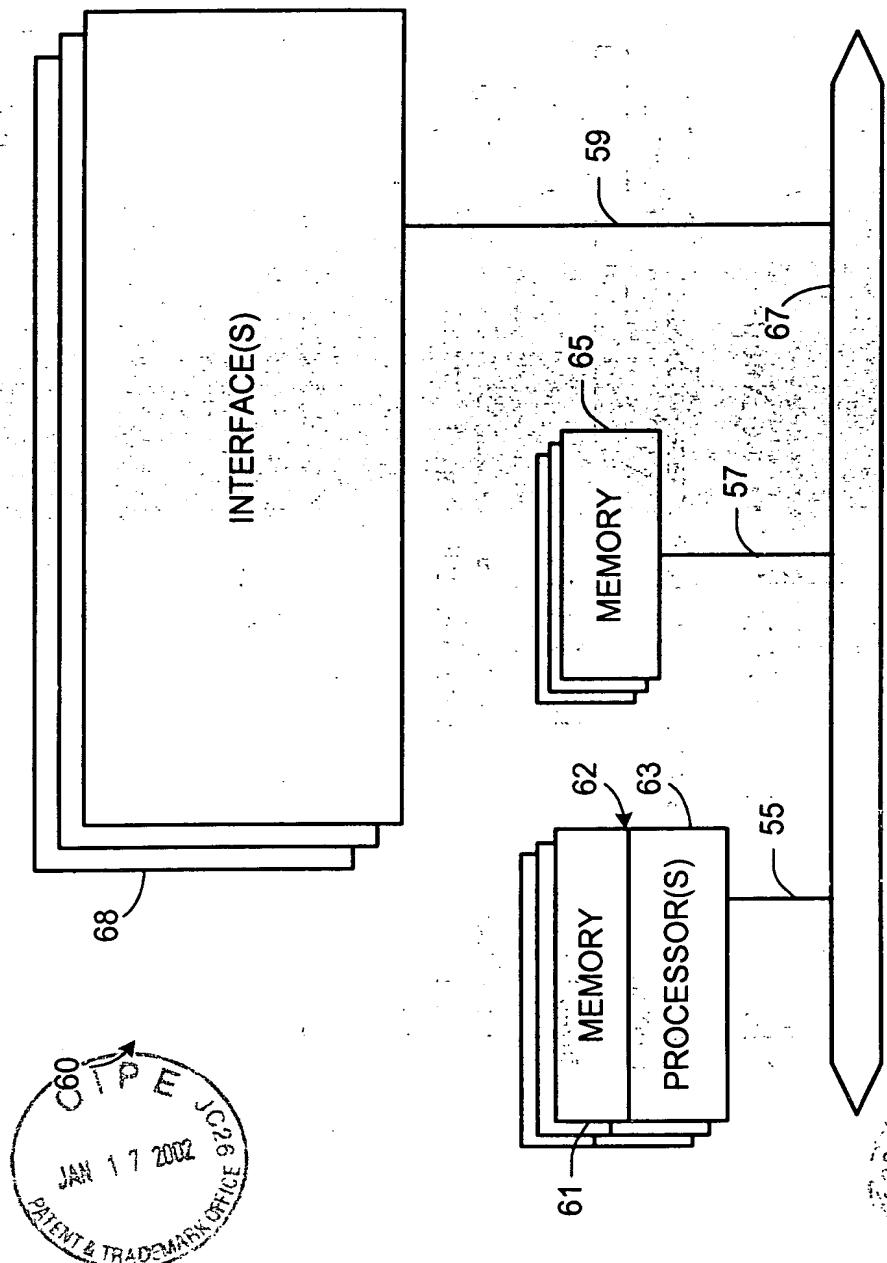


Fig. 22

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Fig. 23

Category	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Apparel & Beauty	0.704	0.793	0.925	0.937	0.999	0.944	0.903	1.045	0.946	0.940	1.113	1.760
Automotive	0.905	0.937	1.098	1.008	1.116	1.089	1.014	1.091	0.988	0.970	0.905	0.868
Computers & Electronics	0.971	0.909	0.980	0.873	0.931	0.928	0.931	1.000	0.948	0.916	1.072	1.531
Directories & Search												
Employment & Careers												
Entertainment	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Books	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Ent & life	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Magazines	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Matchmaking	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Music	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Sweepstakes												
Entertainment: Toys	0.706	0.771	0.912	0.924	0.963	0.902	0.856	0.963	0.905	0.936	1.230	1.936
Entertainment: Video	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Health & Fitness												
Home & Family: Family												
Home & Family: Food	0.953	0.903	1.002	0.970	1.030	1.015	1.030	1.019	0.988	0.977	1.001	1.113
Home & Family: Home	0.828	0.810	0.977	1.069	1.198	1.112	1.039	1.067	0.998	1.039	0.953	0.896
Home & Family: Pets	0.706	0.771	0.912	0.924	0.963	0.902	0.856	0.963	0.905	0.936	1.230	1.936
Legal												
News & Politics												
Personal Finance & Banking												
Shopping	0.778	0.807	0.921	1.000	0.965	0.929	0.985	0.915	0.956	1.170	1.631	
Sports	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Telecom												
Travel												

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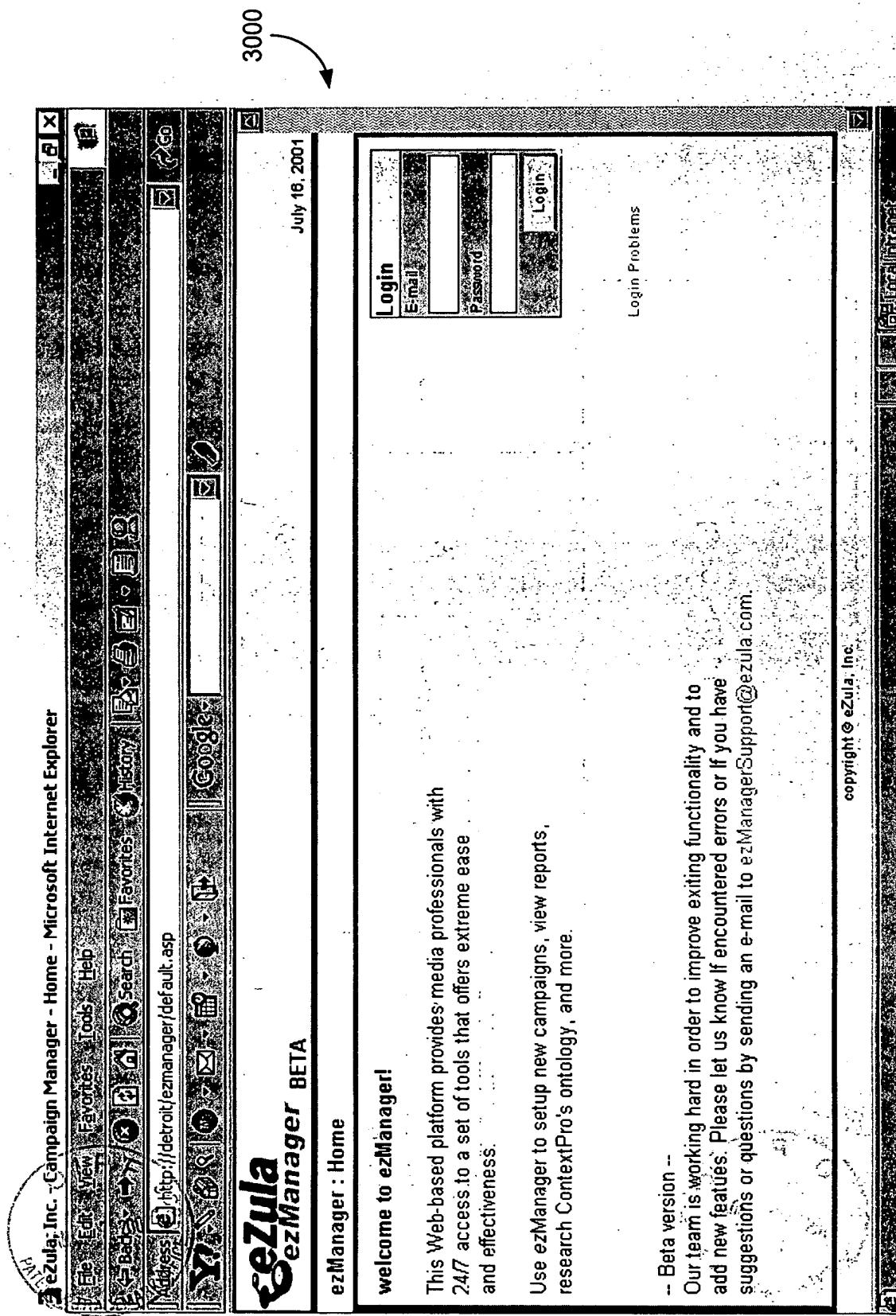


Fig. 24A

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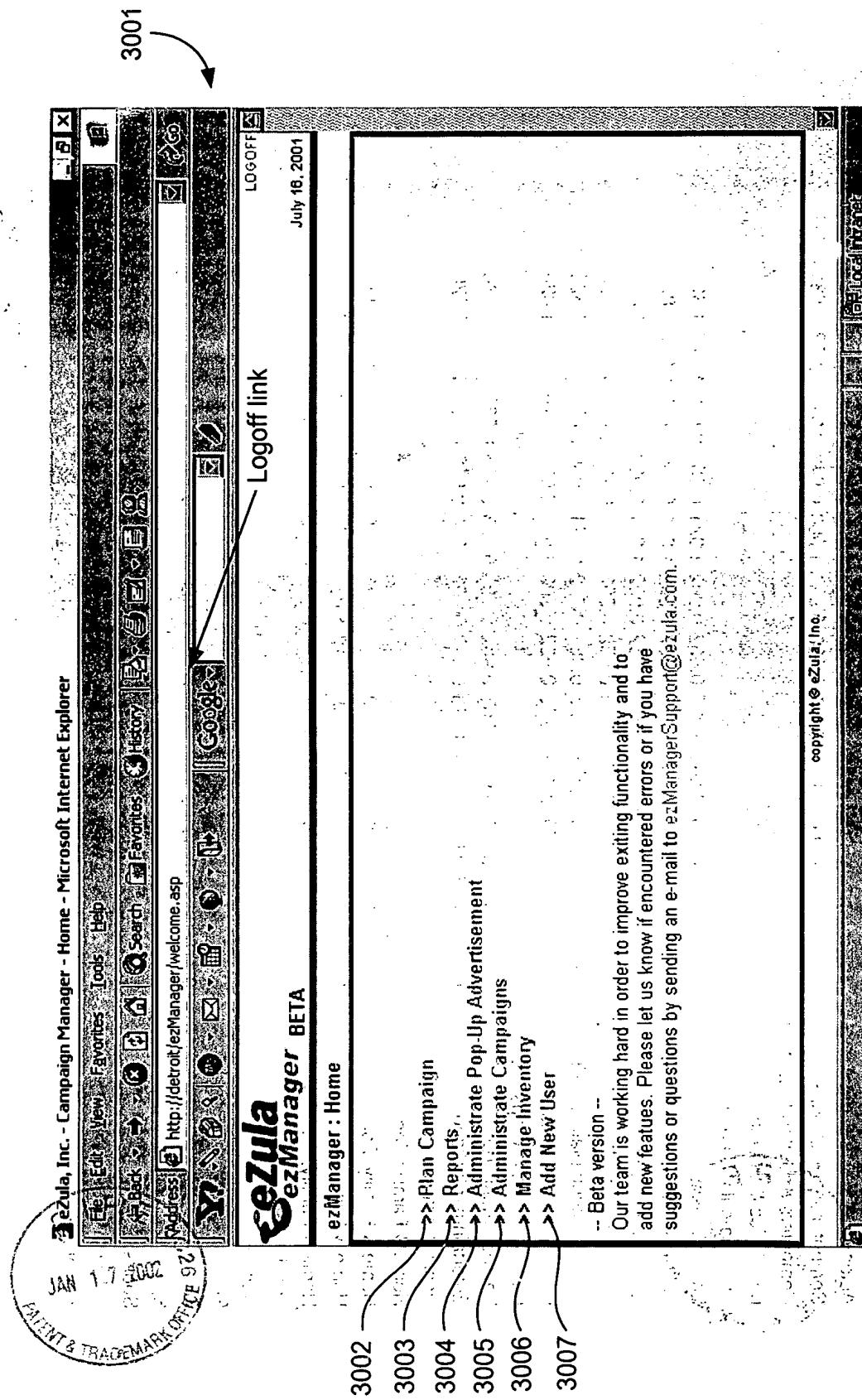


Fig. 24B

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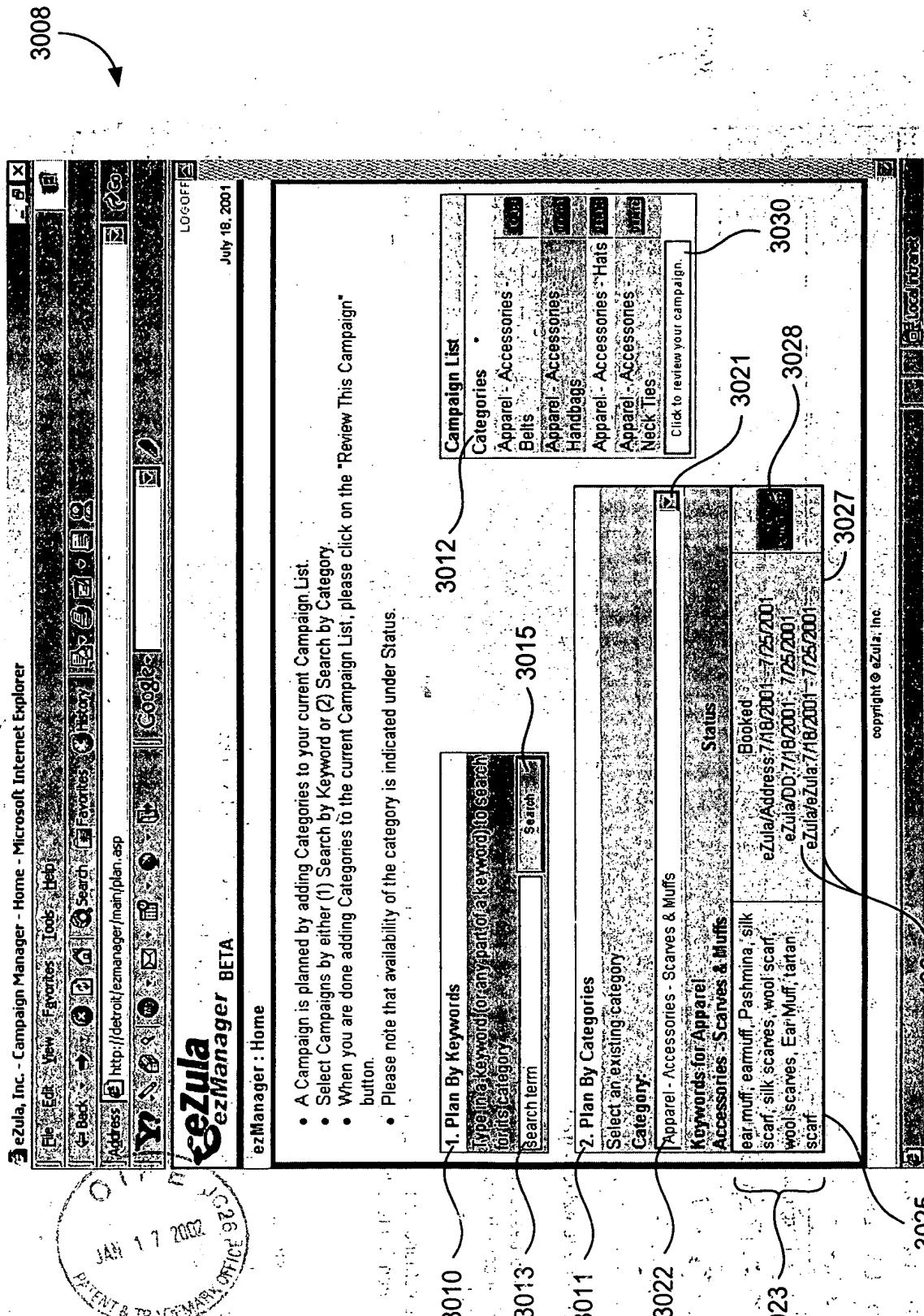


Fig. 24C

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3016

**ezula, Inc. - Campaign Manager - Home - Microsoft Internet Explorer**

Address: <http://detroit.ezManager/Main/SearchResults.asp?searchString=clothing>

**ezManager : Search Results**

Search results for 'clothing'

Clothing	Search	Total
7	364	

Select Categories:  Select campaign:  Wishlist:  Status:

Babylon:14, Imesh:0, LingoWare:59, Sum: 73

Apparel	Booked	Date
Active Wear, Activewear, Boys Apparel, Boy's Apparel, Cardigan Sweater, Careerwear, Casualwear, clothing, clothing Company, crew neck, Dresswear, Girls Apparel, Girl's Apparel, Khakis, Knit Shirt, Mens Apparel, Men's Apparel, New Clothes, Turtleneck, Twinset, VNeck, Sweater, Women's Apparel, Women's Apparel	Booked	6/27/2001 - 7/4/2001
Babylon:4, Imesh:42, LingoWare:6, Sum: 52	Booked	6/27/2001 - 7/4/2001
Apparel - Hawaiian	In Current List	
Aloha Shirt, Hawaiian Clothes, Hawaiian clothing, Hawaiian Shirt, Straw Hat	Booked	6/27/2001 - 7/4/2001
Babylon:39, Imesh:11, LingoWare:27, Sum: 77	Booked	6/27/2001 - 7/4/2001
Apparel - Work Clothes and Uniforms	In Current List	
Uniforms, Work Clothes, Work clothing	Booked	6/27/2001 - 7/4/2001

**Campaign List**

**Categories:**  Apparel - Hawaiian  Booked  Click to review your campaign

**3016**

3013

3017

ezManager © 2001 ezula, Inc.



Fig. 24D

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3031

ezula, Inc. - Campaign Manager - Home - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Search Favorites Home

Address: http://detroit.ezManager/MainList.asp

ezManager : Lists

LOG OFF June 15, 2001

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<< Back to planning

Campaign List

Category

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Fig. 24F

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Book a Campaign		Destination URL	
Categories	Keywords	Destination Title	Destination URL
Apparel - Accessories	Necktie, Neck Tie, bow tie, bowtie, power tie, tie pin, tiepin	Neck Ties	<input type="text" value="http://www.neckties.com/neckties"/> <small>(maximum 255 characters)</small>
			<input checked="" type="checkbox"/> Local to user
			<input checked="" type="checkbox"/> Local to network
			<input checked="" type="checkbox"/> Local to intranet
			<input checked="" type="checkbox"/> Local to internet

If there are multiple categories, the input boxes will become available only when all categories above are completely filled in.

3045

Campaign Properties	
Campaign Name: Your Campaign Name	
Begin (at least 24 hours from now):	July 20 2001
End Date:	July 27 2001
Number of Clicks:	10000
CPC:	\$ .50
Name:	Jonathan Knoll
Partner:	eZula
Agency:	The Agency
Advertiser:	The Advertiser
Publisher:	<input checked="" type="checkbox"/> eZula <input checked="" type="checkbox"/> Address <input type="checkbox"/> 3060
	<input checked="" type="checkbox"/> Web3K <input checked="" type="checkbox"/> Kazaa <input type="checkbox"/> Accel
Campaign Notes:	
Restricted Publishers	
Restricted Sites (including advertisers)	

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Fig. 24G



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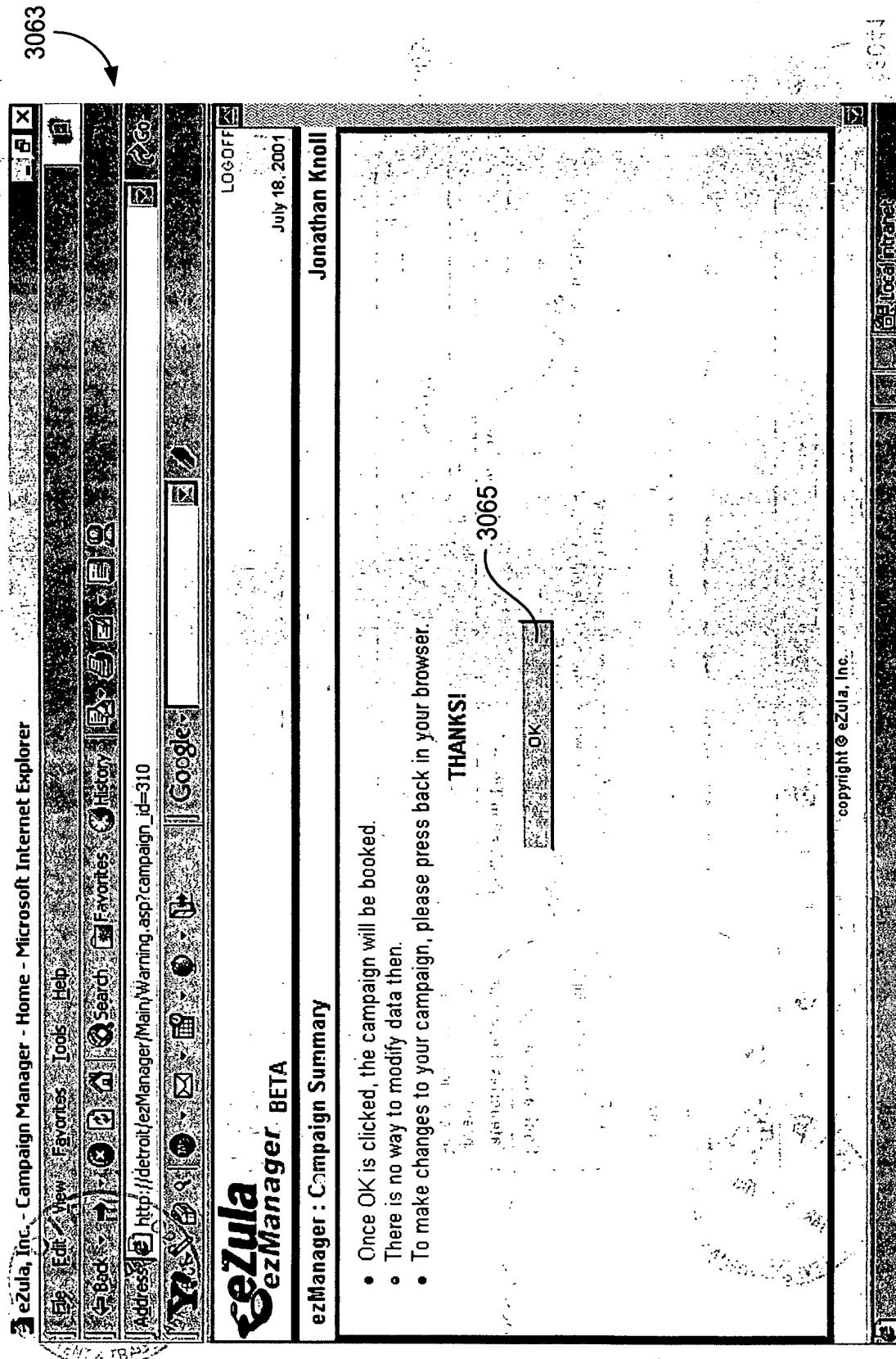


Fig. 24H

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**ezManager : Campaign Summary**

**Campaign Summary for Campaign #310: Your Campaign Name**

<b>Campaign Manager:</b>	Jonathan Knoll
<b>Advertiser:</b>	ezJula
<b>Partners:</b>	DD, Web3K, KazaA, eAccel
<b>Publishers:</b>	The Agency
<b>Agency:</b>	The Advertiser
<b>Begin Date:</b>	7/19/2001
<b>End Date:</b>	7/26/2001
<b>Duration:</b>	7 days
<b>CPC:</b>	0.6
<b>Number of Clicks:</b>	10000
<b>Notes:</b>	- Restricted Publishers - Restricted Sites (Including advertisers)

**Keyword List**

Calendar
april*
august*
december*
february*
january*
july*
june*
march*
may*
november*
october*
september*
december*

**Category Information**

<b>Category:</b> Calendars
<b>Booked For:</b> DD, eAccel, KazaA, Web3K
<b>Category:</b> Computing - Downloads - IM
<b>Booked For:</b> Address, DD, eAccel, ezJula, KazaA, Web3K

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**Book Campaign**

Your campaign has been booked!

Book another Campaign

Copyright © ezJula, Inc.

Fig. 24

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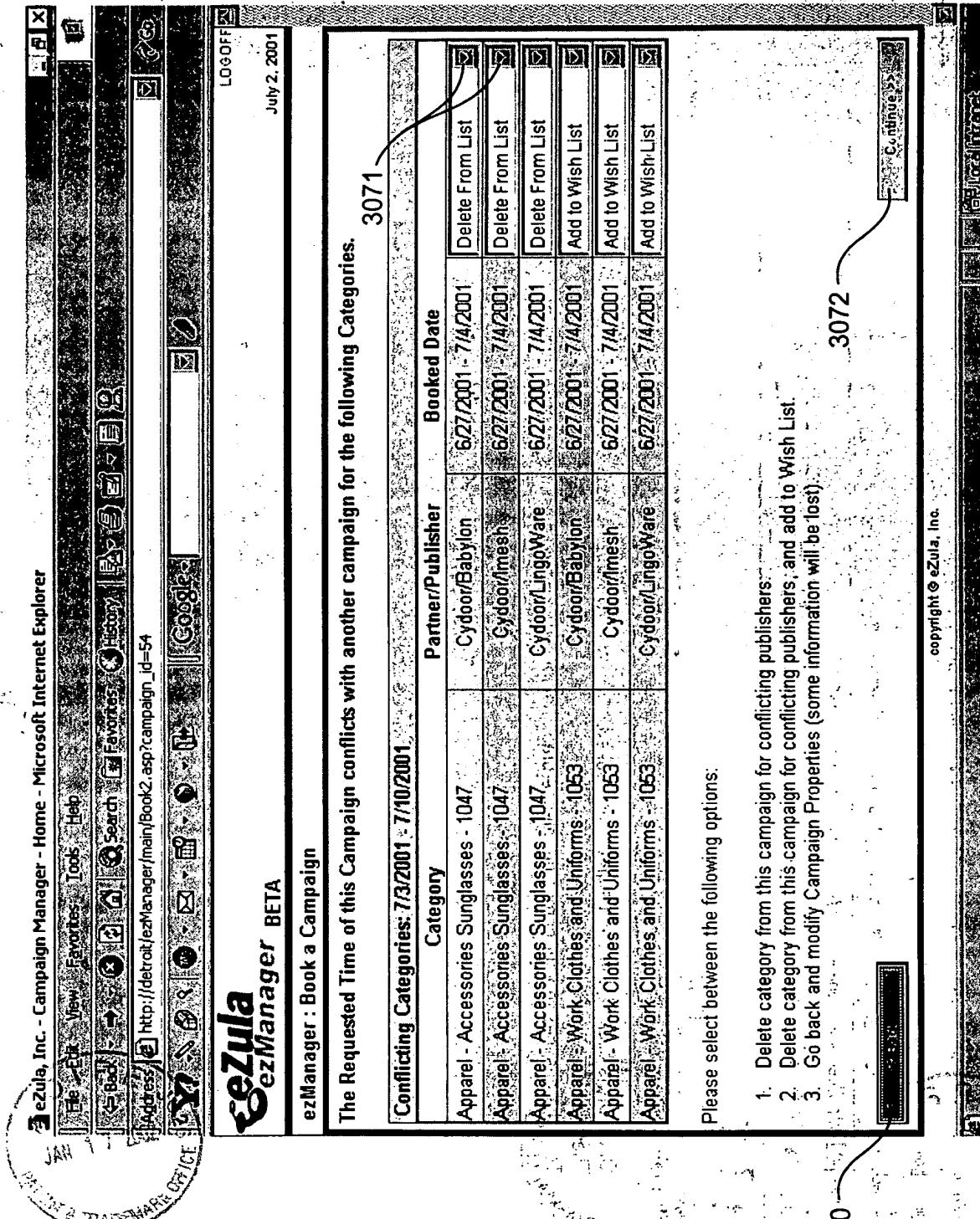


Fig. 24J

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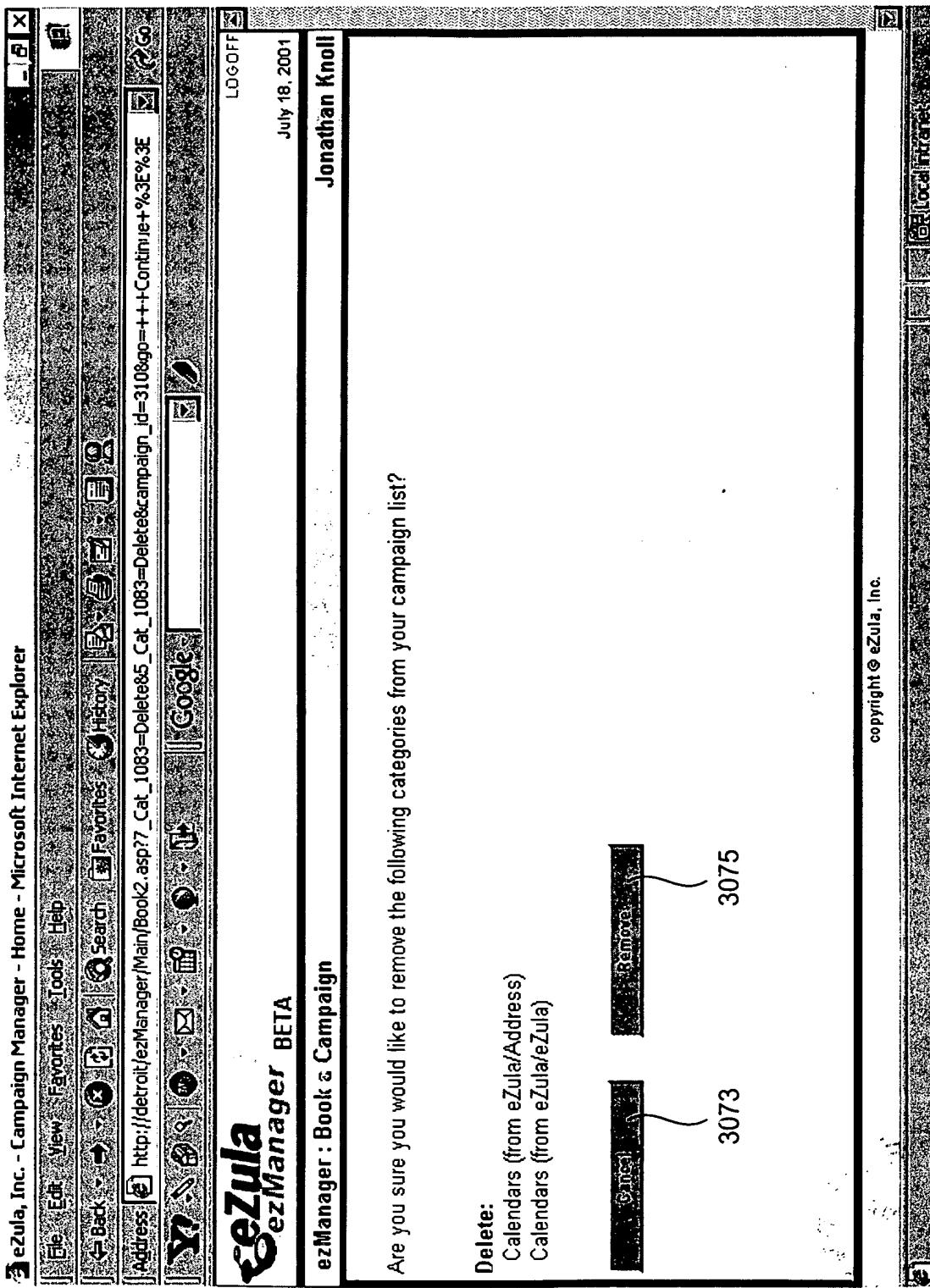


Fig. 24K

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Campaign Name		Status Indicator: Indicates the current status of the campaign. The Status is the following: 1. Locked 2. Editable & Uploadable 3. Commit Pending 4. Commit Pending II	Date and time of last changes to the campaign.	4000
• Affiliates_general_public	2001-06-29 16:37:12	eZula, Address, DD, Juno, AllShack, Web3K, Kazaa, DigitalRoot, Imesh, WBug, LingoWare, Babylon, Goodsol, eAccel	2001-07-11 01:11:51	4001
• BMG0005_public	2001-06-29 16:37:44	eZula, Address, DD, Juno, AllShack, Web3K, Kazaa, DigitalRoot, Imesh, WBug, LingoWare, Babylon, Goodsol, eAccel	2001-07-19 01:03:09	4002
• Webroot_1_public	2001-06-29 16:38:09	eZula, Address, DD, Juno, AllShack, Web3K, Kazaa, DigitalRoot, Imesh, WBug, LingoWare, Babylon, Goodsol, eAccel	2001-07-03 15:32:44	4003
• VirtualVegas0518_public	2001-06-29 16:38:28	eZula, Address, DD, Juno, AllShack, Web3K, Kazaa, DigitalRoot, Imesh, WBug, LingoWare, Babylon, Goodsol, eAccel	2001-07-19 01:03:10	4004
• Furniture_Find_public	2001-06-29 16:38:59	eZula, Address, DD, Juno, AllShack, Web3K, Kazaa, DigitalRoot, Imesh, WBug, LingoWare, Babylon, Goodsol, eAccel	2001-07-19 01:03:09	4005
• Consumer_Info_1_public	2001-06-29 16:39:43	eZula, Address, DD, Juno, AllShack, Web3K, Kazaa, DigitalRoot, Imesh, WBug, LingoWare, Babylon, Goodsol, eAccel	2001-07-11 01:05:45	4006
• Heartland0530_public	2001-06-29 16:40:05	eZula, Address, DD, Juno, AllShack, Web3K, DigitalRoot, Imesh, WBug, LingoWare, Babylon, Goodsol, eAccel	2001-07-04 00:21:50	4007
• Kazaa0620_public	2001-06-29 16:40:27	eZula, Address, DD, Juno, AllShack, Web3K, DigitalRoot, Imesh, WBug, LingoWare, Babylon, Goodsol, eAccel	2001-07-11 01:05:45	4008
• HomeGain0626_public	2001-06-30 16:40:58	Address, DD, eAccel	2001-07-20 00:17:20	4009
• Webroot0701	2001-06-30 16:52:48	Address, Juno, AllShack, Web3K, DigitalRoot, Imesh, WBug, LingoWare, Babylon, Goodsol, eAccel	2001-07-10 00:20:49	4010
• CreditCardSearchEngine0626	2001-07-02 20:43:11	eZula, Address, DD, Web3K, eAccel	2001-07-13 00:34:22	4011
• InvoiceDealers0706	2001-07-06 20:23:49	eZula, Address, DD, Juno, AllShack, Web3K, Kazaa, DigitalRoot, Imesh, WBug, LingoWare, Babylon, Goodsol, eAccel, NetCeptor	2001-07-20 00:39:13	4012
• Short_Affiliates_General	2001-07-06 20:25:34	eZula, Address, DD, Juno, AllShack, Web3K, Kazaa, DigitalRoot, Imesh, WBug, LingoWare, Babylon, Goodsol, eAccel, NetCeptor	2001-07-20 16:35:35	4013

The active Publishers for this Campaign. This means that the listed Publisher's client applications are currently running this Campaign.

Initial Upload and processing time. This is the time when the Campaign actually started.

Fig. 25A

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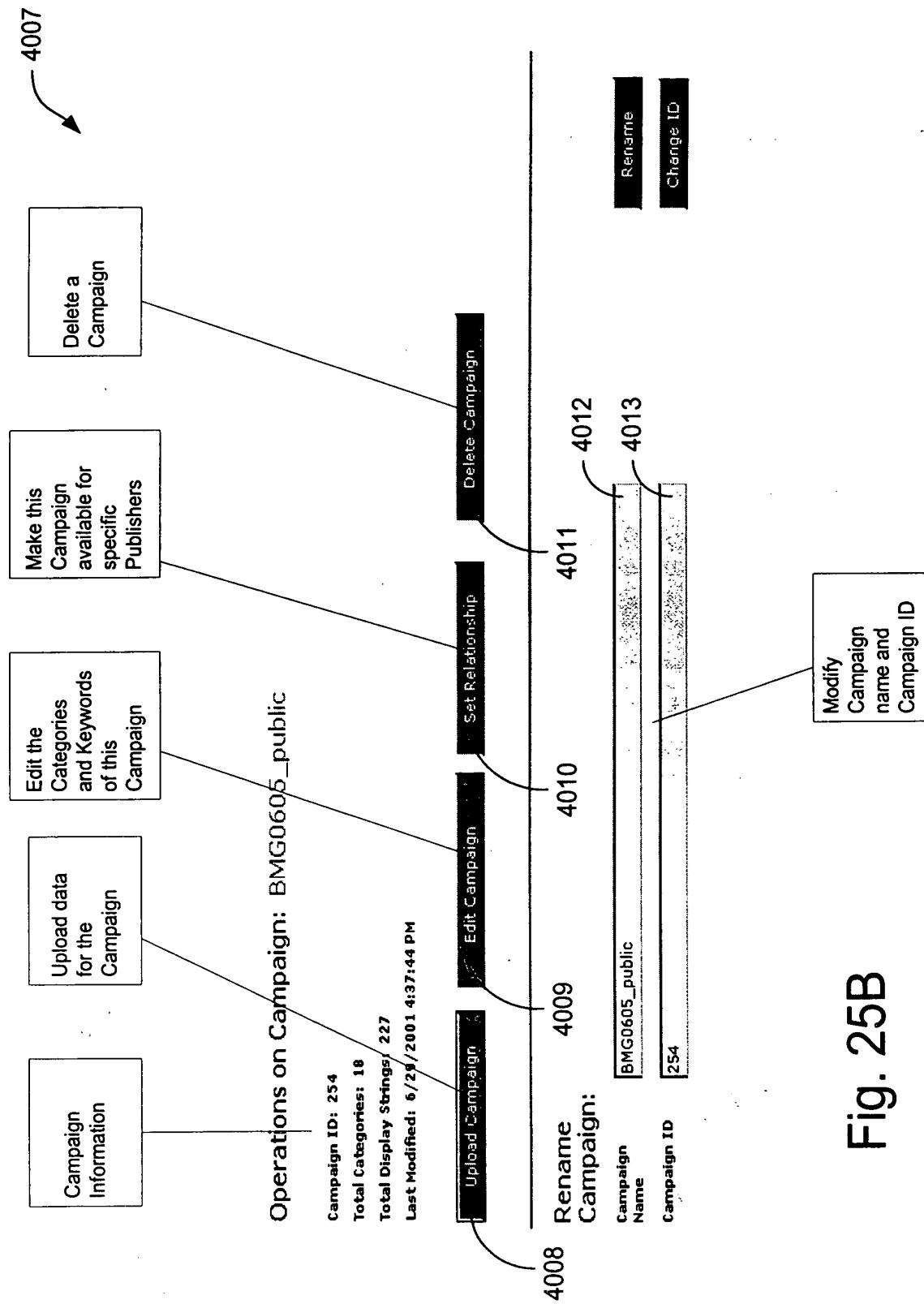


Fig. 25B

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View Categories Starting With: All A B C D E F G H I J K L M N O P Q R S T U V W Y Z Non-Letter Current Index: all

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Campaign name:

Click for Category Properties

Scroll through the Categories

Click to manage keywords

Edit campaign: BMG0605\_public

Edit Category

	Keywords
Music - Styles Classical	Keywords
Music - Discount	Keywords
Music	Keywords
Music - Artists	Keywords
Music - Artists - Beadles	Keywords
Music - Artists - Enya	Keywords
Music - Styles Jazz	Keywords
Music - Artists - Madonna	Keywords
Music - Club	Keywords
Music - Styles Country	Keywords
Music - Styles Rock	Keywords
Music - Styles Rap Hip Hop	Keywords
Music - Styles Pop	Keywords
Music - Styles Soul	Keywords
Music - Styles Alternative	Keywords

Move First | Previous | Next | Move Last | Records 1 to 15 of 18

Fig. 25C

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4018

Priority to follow for words from this category

Limits per page for words from this category

Category name and the destination site

**Edit Category Properties**

Category Music - Styles Classical

Current Site www.bmgbmusicservice.com

EDIT

Limit per page 3

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To change: select a new site from the list

Sites

OR

Add a new site (<http://www.site.com>)

Save Changes

Site logic

Unchecked: This category will NOT show in this site  
Checked: This category will ONLY show in this site

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Select Site from list or add new Site

Site Logic - show or do not show this category on the specified site(s)

Fig. 25D

010111  
Jan 17 2002  
U.S. PATENT & TRADEMARK OFFICE

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Shows the keywords for the specified category

Edit Display Strings for Category : Music - Styles Classical

Display Strings	Delete
Bach	<input type="checkbox"/>
Bach, J.S.	<input type="checkbox"/>
Classical Music	<input type="checkbox"/>
ClassicalMusic	<input type="checkbox"/>
Diverse	<input type="checkbox"/>
Haydn	<input type="checkbox"/>
Lloyd Webber	<input type="checkbox"/>
Mendelssohn	<input type="checkbox"/>
Messiaen	<input type="checkbox"/>
Mozart	<input type="checkbox"/>
Opera Music	<input type="checkbox"/>
Pachelbel	<input type="checkbox"/>
Rachmaninov	<input type="checkbox"/>
Rossini	<input type="checkbox"/>
Schubert	<input type="checkbox"/>
Schumann	<input type="checkbox"/>

Move First | Previous | Next | Move Last | Display String List 15 of 15

Select keywords for deletion

Click on keyword for keywords properties

Scroll through the list of keywords for this category

Fig. 25E

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Add new Display strings for Category : Music - Styles Classical

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4042

Change Title

Current title

Manage properties for this specific keyword

Edit Display String Properties

Display String: Sadie

Current Title: CLICK for POP music at the BMG Music Club!

4045

Change to another title of this campaign:

- Select a title -  4043

OR

Change current title  4046

CLICK for POP music at the BMG Music Club!

http://service.bfast.com/bfast/click?bfmid=2090414&siteid=37072668&bfpage=p01

4048

URL

Negatives

0.2

Save Changes

4047

Append  4049

Check to append the title to the display string like:

Sadie [TITLE]

\$CPC

4050

Add Negatives in order to fine tune the context of the word within the surrounding text

CPC - Cost per click

Manage destination URL

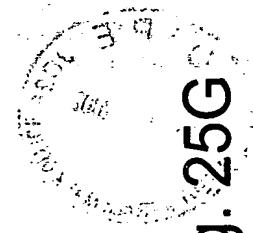


Fig. 25G

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Set Campaigns - Publishers Relationship			
As of: 7/23/2001 5:13:06 PM			
Publisher	Set Campaign - Publisher	Version for Publisher	Major
ezula	<input checked="" type="checkbox"/> Yes	Has Campaign	7.5
Address 4055	<input type="checkbox"/> Yes	Does not have this campaign	19.10
FreeServe	<input type="checkbox"/> Yes	Does not have this campaign	4.2
QAtest1	<input type="checkbox"/> Yes	Does not have this campaign	0.0
GatorTest	<input type="checkbox"/> Yes	Does not have this campaign	1.0

Campaign Name: BMG0605\_public  
 Campaign ID: 254  
 Campaign Version: 4.0

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Set this Campaign for this Publisher - Yes or No

Current status of the Campaign per this Publisher

The data version of this Publisher

Should the data update for this publisher be a Major or Minor update.

*(A circular stamp is present at the bottom left, reading: "CAMPAGNS - PUBLIC OFFICE 93 C" and "SEARCHED INDEXED SERIALIZED FILED")*

Fig. 25H

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4060

Campaign version

4061

Campaign Name

Please use the following wizard in order to add to your current or new campaigns. All files must follow the default format that was established for you according to your specifications. If any changes are desired, please contact us.

4062

AMG0605.prolic

Browse...

Campaign update version 4.0

Select Display Strings file:

Browse...

Select Categories file:

Please note that we only support text files (.txt) for contact export support will be added in the next few weeks.

4063

Settings

Load type:

**New & Updated Records**

The Data file includes both existing records in the file and new records. If a file is not in the file it will be deleted.

Existing Records

The Data file includes only existing records. Any new records will be added to your already existing records on this screen.

Next >

4066

Select between updating the entire set of data or just adding new records

Categories File

U.S. PATENT & TRADEMARK OFFICE 9305

Fig. 25I

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Restricted Sites		
ID	Domain name	Delete
63-200-30235	backwire.com	<input type="checkbox"/>
	betcbs.com	<input type="checkbox"/>
	bmgmusicservice.com	<input type="checkbox"/>
	care2.com	<input type="checkbox"/>
	cdnip.com	<input type="checkbox"/>

Fig. 25J